



June 16, 2009

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Subject: Transmittal Letter for Iowa DOT's Web Content Management Solutions RFI

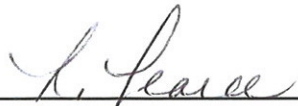
Dear Ms. Shirley:

Adplex hereby transmits to the Iowa Department of Transportation (DOT) information in response to the Request for Information issued by the Iowa DOT. This letter is also Adplex's formal request to participate in the RFP process for the project described in this proposal. Adplex understands that this information may be viewed by the Iowa DOT or by an affiliate or other entity acting on behalf of the Iowa DOT. Adplex further understands that no awarded contract shall be issued from the RFI process, and submitted RFIs shall in no way bind the Iowa DOT or any other agency to purchase any offered solution. All information provided by Adplex is at no cost and without obligation to the Iowa DOT.


As requested, the following information is provided in the following pages of this document:

- 1) Function, Feature or Capability Checklist, **Attachment A**
- 2) Proposed Business Solution, **Attachment B**


The individual signing this letter is authorized to verify the information provided by Adplex in this RFI.



Name



Title



Date



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ATTACHMENT A

Function, Feature or Capability Checklist

Comply Yes/No – Vendor should indicate whether or not their solution can provide the described functionality or meet the stated requirement. By answering “Yes”, the vendor confirms that the functionality is available in the solution, or that the requirement can be met in the current generally available version of the product or product(s). By answering “No”, the vendor confirms that this functionality is not possible, or that the requirement cannot be met in the current generally available version of the product or product(s).

Effort Indicator – Vendor should indicate, via an assigned number, what level of effort is needed to implement the described functionality or requirement. The possible levels are:

(1) Out-of-the-box – Indicates that the function described is available immediately upon product installation, and requires very minimal configuration (or none) on the part of the system administrator. No other products or components are required (Third Party or vendor-supplied).

(2) Customization required – Indicates that the function described requires some configuration and setup on the part of the system administrator, but does not require any significant coding efforts, system planning or component design work. No other products or components are required (Third Party or vendor-supplied). An estimate of the time required to customize the function should be stated (in days) in the vendor’s comments and response section.

(3) Design required – Indicates that the function requires significant configuration and setup on the part of the system administrator, and may include the need for design and coding efforts. No other products or components are required (Third Party or vendor-supplied). An estimate of the time required to design and implement the function should be stated (in days) in the vendor’s comments and response section.

(4) Add-on product required -This indicator should be selected if other product components are required to supply the function described (third party or vendor-supplied). Use this indicator in conjunction with the other three that relate to the degree of effort required. The vendor should supply the name the other product that is required, and the product’s vendor, in the vendor comments and response section. An estimate of the time required to implement the companion product should be stated (in days) as well.

Comments -Vendors may add comments as to how their product meets each functional requirement. If an Effort Indicator of 2, 3 or 4 was associated with this functional requirement, the vendor must describe the effort needed to implement the function in their response.

Function, feature or capability	Yes	No	Effort Indicator	Comments
Content authoring and ease of use				
Ability to create tables in pages, with sortable headers	X		(1) Out-of-the-box*	
Content authoring by non-IT personnel	X		(1) Out-of-the-box*	
Multi-user authoring, supporting potentially thousands of authors	X		(1) Out-of-the-box*	
Customizable content management workflow standard roles and approval hierarchies	X		(1) Out-of-the-box*	
Minimal number of steps in the create/build/publish process	X		(1) Out-of-the-box*	Comment required: Simple, intuitive Builder allows for 3 easy steps: 1. Open Page Builder 2. Enter content via WYSIWYG page editor, or import page material. 3. Upload new page to site.
Preview functions for content consistency, look and feel and URL paths	X		(1) Out-of-the-box*	
WYSIWYG editor	X		(1) Out-of-the-box*	



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Compliant with Section 508 of the Rehabilitation Act	X	(1) Out-of-the-box*	Comment required: Full Section 508 Compliancy
Ability to validate Web pages for compliance with Section 508	X	(1) Out-of-the-box*	
Able to be viewed in design view as well as code view	X	(1) Out-of-the-box*	
Ability to add HTML, XML, ASPX code in the WYSIWYG editor	X	(1) Out-of-the-box*	
Content, documents and images can be migrated from existing sites into the WCMS	X	(1) Out-of-the-box*	
Pages designed by third-party products (i.e., Dreamweaver, etc.) can be imported	X	(1) Out-of-the-box*	
Image alt tag support	X	(1) Out-of-the-box*	
Flexible for different user levels (e.g. beginner, novice and expert)	X	(1) Out-of-the-box*	
Ability to use notion of autotags to embed content	X	(1) Out-of-the-box*	
Ability to check spelling for a word or entire document	X	(1) Out-of-the-box*	
Search engine-friendly URLs	X	(1) Out-of-the-box*	
Image resizing	X	(1) Out-of-the-box*	
Drag-n-drop content	X	(1) Out-of-the-box*	
Possibility to reuse or repurpose the authored content	X	(1) Out-of-the-box*	
Metadata (ability to alter and add metadata fields)	X	(1) Out-of-the-box*	
User controls and security			
Secure login	X	(1) Out-of-the-box*	
Role-based or granular user privileges	X	(1) Out-of-the-box*	
Supports asset locking for version and edit control (to prevent altering past documents)	X	(1) Out-of-the-box*	
Supports automatic versioning	X	(1) Out-of-the-box*	
Ability to compare two versions of the same content	X	(1) Out-of-the-box*	
Capability to "roll back" to any previous version	X	(1) Out-of-the-box*	
Login history	X	(1) Out-of-the-box*	
Content approval	X	(1) Out-of-the-box*	
Authentication -compatible with ENTAA (State of Iowa Authentication and Authorization)	X	(1) Out-of-the-box*	
Audit trail	X	(1) Out-of-the-box*	
Sandbox (section within the system to test new features without disturbing the main site)	X	(1) Out-of-the-box*	
SSL compatible	X	(1) Out-of-the-box*	
Built in safeguards for injection flaws (SQL, LDAP, etc), XSS and CSRF	X	(1) Out-of-the-box*	
E-mail cloaking (hides E-mail addresses contained inside content items and contacts)	X	(1) Out-of-the-box*	
Simultaneous editing warning	X	(1) Out-of-the-box*	
User management (administrators can disable user accounts or change their	X	(1) Out-of-the-box*	



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passwords at any time)				
Content management				
Web-based style/template management	X		(1) Out-of-the-box*	
Web statistics (generation of useful Web statistics or pluggable with third-party Web statistics packages)	X		(1) Out-of-the-box*	
Multilingual content integration	X		(1) Out-of-the-box*	
Centralization of documents allowing for search engine optimization and change control	X		(1) Out-of-the-box*	
Web accessible documents for anytime anywhere authoring	X		(1) Out-of-the-box*	
Automatically publish to Web-friendly formats (PDF or HTML)	X		(1) Out-of-the-box*	
Search for documents and metadata that are indexed for fast access search	X		(1) Out-of-the-box*	
Content staging (ability to set a date for publication and date for content expiration, if applicable)	X		(1) Out-of-the-box*	
HTML tag "cleaner" (for users who copy and paste from Word)	X		(1) Out-of-the-box*	
Minimal number of steps in the create/build/publish process	X		(1) Out-of-the-box*	
Ability to export entire site	X		(1) Out-of-the-box*	
Link validation	X		(1) Out-of-the-box*	
Functionality that allows for content to be published for different channels (mobile, E-mail and print)	X		(1) Out-of-the-box*	
Content can be submitted and/or consumed via a protocol like SOAP or REST	X		(1) Out-of-the-box*	
Metadata support	X		(1) Out-of-the-box*	
Ability to name page rather than just being assigned an ID	X		(1) Out-of-the-box*	
"Breadcrumbs" (a navigation aid that gives users a way to keep track of their location within the Web site)	X		(1) Out-of-the-box*	
Document/content management				
Content library for centralized and classified content storage	X		(1) Out-of-the-box	
Find the document you need to read or edit through a search	X		(1) Out-of-the-box	
File version comparisons	X		(1) Out-of-the-box	
Access your documents through your Web site, an Office toolbar or a WCMS tool	X		(1) Out-of-the-box*	
Manage documents and digital assets online with features such as permissions, workflows and approvals	X		(1) Out-of-the-box	
Built-in modules and plugins				
Wiki	X		(1) Out-of-the-box*	
Weblog	X		(1) Out-of-the-box*	
Photo gallery	X		(1) Out-of-the-box*	



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Chat	X	(1) Out-of-the-box*
Discussion/forum	X	(1) Out-of-the-box*

Member or subscriber manager	X	(1) Out-of-the-box*
Message boards	X	(1) Out-of-the-box*
Polls	X	(1) Out-of-the-box*
Surveys	X	(1) Out-of-the-box*
FAQ management	X	(1) Out-of-the-box*
Link management	X	(1) Out-of-the-box*
User contributions (users can contribute to news, pages or forums)	X	(1) Out-of-the-box*
Events calendar	X	(1) Out-of-the-box*
Syndicated content (RSS)	X	(1) Out-of-the-box*
E-mail marketing	X	(1) Out-of-the-box*
Graphs and charts	X	(1) Out-of-the-box*
Newsletter	X	(1) Out-of-the-box*
Forms development	X	(1) Out-of-the-box*
Site map	X	(1) Out-of-the-box*
Mail form	X	(1) Out-of-the-box*
Data entry	X	(1) Out-of-the-box*
HTTP proxy	X	(1) Out-of-the-box*
Contacts (allows user to manage a contacts directory)	X	(1) Out-of-the-box*
Footer (standard page footer information)	X	(1) Out-of-the-box*
Multimedia integration (integration of multimedia elements such as video, audio, flash animations, Java applets, etc.)	X	(1) Out-of-the-box*
Integration of streaming media	X	(1) Out-of-the-box*
Ability to build custom modules to extend the core functionality	X	(1) Out-of-the-box*
Search functions	X	(1) Out-of-the-box*
Support for third-party search engines such as Google appliance		
Native search engine that searches: content, sections, titles, documents, file names, and allows for advanced and filtered searches	X	(1) Out-of-the-box*
Architecture and support for industry standards		
Compatible with existing application servers	X	(1) Out-of-the-box*
Supports open standards (XHTML, XSLT, XML)	X	(1) Out-of-the-box*

Comment required: Microsoft ASP .NET Framework 3.5
Microsoft ASP .NET Framework 2.0 (optional)
Note: eSync and eCommerce require .NET 3.5



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Compatible with multiple programming languages	X	(1) Out-of-the-box*	Comment required: ASP.NET, ASP CFM, PHP, JSP
Compatible with existing Web servers	X	(1) Out-of-the-box*	Comment required: Microsoft IIS 6.0 or higher
Compatible with existing database Servers	X	(1) Out-of-the-box*	Comment required: Microsoft SQL Server 2005 SP2 and higher (including Express version) Microsoft SQL Server 2008
Compatible with existing operating systems	X	(1) Out-of-the-box*	Comment required: Any IBM-PC compatible system with Windows OS, including Vista® Ultimate Vista® Business <i>minimum: 166 MHz faster with at least 64MB RAM</i> MAC OSX

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Compatible with common Internet browsers	X	(1) Out-of-the-box*	Comment required: All major browsers including: • Microsoft® Internet Explorer 3.0 and higher • Mozilla Firefox • Apple Safari • Google Chrome
Ability to handle existing dynamic Web applications (PHP, CFM, ASP, JSP)	X	(1) Out-of-the-box*	
Integration with Enterprise CRMs	X	(1) Out-of-the-box*	
Cascading style sheet templates	X	(1) Out-of-the-box*	
Content stored in XML format and/or can it be extracted in XML format to be reused in additional channels and applications	X	(1) Out-of-the-box*	
Content authoring and all administrative tasks can be performed in multiple browsers	X	(1) Out-of-the-box*	
Scalability of content serving engine (for large number of editors, visitors, load balancing, failover)	X	(1) Out-of-the-box*	
Scalable to multi-site systems (Internet, intranet and extranets)	X	(1) Out-of-the-box*	
Support			
Commercial support	X	(1) Out-of-the-box*	
Commercial training	X	(1) Out-of-the-box*	Comment required: Very little training needed. Microsoft-like user interface designed to minimize learning curve.
Commercial manual(s)	X	(1) Out-of-the-box*	
Online help	X	(1) Out-of-the-box*	
Developer community	X	(1) Out-of-the-box*	
Professional services	X	(1) Out-of-the-box*	
Third-party developers	X	(1) Out-of-the-box*	
Periodic product releases and updates provided	X	(1) Out-of-the-box*	
Can assist in the migration of existing content	X	(1) Out-of-the-box*	
Performance			
Supports load balancing and offers failover	X	(1) Out-of-the-box*	



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solutions				
Page caching	X		(1) Out-of-the-box*	
Advanced caching (navigation, content object or template caching)	X		(1) Out-of-the-box*	
Database replication	X		(1) Out-of-the-box*	
Static content export (publish pages to physical HTML files)	X		(1) Out-of-the-box*	
Scalable to hundreds of thousands of pages and multiple Web sites with multiple content editors	X		(1) Out-of-the-box*	
Scalable for increased user demand	X		(1) Out-of-the-box*	
Commerce				
Shopping cart	X		(1) Out-of-the-box*	
Subscriptions	X		(1) Out-of-the-box*	
Shipping	X		(1) Out-of-the-box*	
Tax calculator	X		(1) Out-of-the-box*	
Inventory management	X		(1) Out-of-the-box*	
Point of sale	X		(1) Out-of-the-box*	

** Digital Asset Management can, and will, be maintained solely by Adplex. Additional web content and WCMS, as described within RFI, will be obtained via partnership alliance with our strategic partner.*



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ATTACHMENT B

Proposed Business Solution

Based on the specifications outlining the RFI, describe the product or services recommended as the business solution for each of the categories in Section 3.1. At a minimum, please address the following 15 areas.

1) Solution overview (Be sure to identify whether the product or service being offered is best categorized as an enterprise content management system, hosted service, commercial/out-the-box product or open source product, as defined in Section 3.1 on page 6 of this RFI).

With the introduction of digital and interactive media, organizations now have the ability to communicate and interact with their customers in so many ways through so many different channels. However, the added media and means of distribution have also added complexity to the communications management process. Continuing to organize, use and maintain an asset library by conventional means can strain an organization and potentially inhibit its success with obstacles that include: Inefficient storage practices, Inefficient use of human resources, Duplication of effort and Brand dilution and confusion.

ContentManager™, Adplex's Digital Asset Management System, helps organizations solve this challenge. It is a digital, central repository for various types of marketing assets including graphics, photographs, audio, video, and documents to which profile-based access can be provided to not only internal personnel throughout the organization but also to partners, vendors, and more. This allows an organization to optimize its technological and human resources, communicate its message more efficiently, and control its brand more effectively, saving the organization time and money.

2) Features and Benefits

Features

- Centralized repository for all Iowa DOT's digital assets
 - End-users have a single point of entry (i.e. URL) and login
 - Centralized management of user accounts and password, whereby, Iowa DOT's site administrator(s) may easily grant and remove access to assets as needed
- Secured via username (authenticated email address) and password protected front door
- Asset-level security ensures that only those with the proper role can locate/download the asset(s)
- Online help documents and end-user training videos
- Online Asset Editor with both individual and batch editing capability
- Online asset submission with the ability to upload and unpack .zip files for easy submission of several assets at one time
- Asset Approval Process. Assets can be submitted for peer or supervisor review/approval
- Customize promotional materials from pre-approved media images and properly branded templates using BrandManager (which is a component of ContentManager)
- Personal preference settings for each end user. (IE: View layout (grid, list, text), sort order, number of assets per page, metadata, and turn on/off the auto search feature)
- Allow assets to be browsed using the category tree
- Allow assets to be downloadable (over 150 formats supported including: jpg, gif, pdf and eps)

Benefits

- Increase the ROI of digital assets (e.g., reuse rate)
- Streamline asset storage and retrieval process



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- Make assets available 24/7 via one centralized, web-based system
- Ensure all channels of marketing and vendors use correct assets
- Secure assets so only users with proper permissions can see/access assets
- Allow assets to be searchable using keywords and/or other customer-specific metadata, such as: Product Number, Product Description
- Leverage the power of BrandManager (using Adobe InDesign templates) in form creation
- Save money by eliminating distribution costs (shipping CDs, flash drives, etc.)
- Benefit from a shorter time-to-market (by saving time searching for, retrieving and distributing assets)
- Assets can be easily located using Search, Browse and Advanced Search, and assets can be saved in Collections for future use
- Personal asset collections can be shared using the Collections feature

3) How does your product or service compare to similar products/services in the marketplace?

Adplex's ContentManager™ is a system that is focused on easy and expeditious storage and retrieval of digital assets. We have been told by our current clients that our system allows them to access digital assets more expeditiously, organize them more carefully, and save money.

After a recent customer assessment, we gathered the following feedback to demonstrate what ContentManager has done for other organizations.

Moira Fay, Electronic Media Manager, Schneider National

- "ContentManager is great because it's accessible anytime and anywhere that you have web access. With multiple locations nationally and worldwide, it's essential to our business practices to have one, single repository of our marketing assets available to everyone."

Dot Giovannini, Recruitment Marketing Manager, Schneider National

- "Locating an asset used to be very a cumbersome process. We had to search through multiple binders of CDs as well as individuals' computers just to locate an asset. With ContentManager, we can easily access our marketing assets. Our process is much more efficient."

Eileen Hraha, Marketing Specialist-Web Support, US Marine

- "We have worked with two other digital asset management systems previously, and Adplex's ContentManager surpasses them. The system design is much more organized and user-friendly, and the download time is much quicker. Adplex provides an excellent digital asset management system and outstanding customer service."

4) Technical specifications and requirements

Internet connectivity and browser requirements of Internet Explorer 6 or higher, or Firefox 2 or higher, are the only requirements needed to access and edit content within ContentManager™.

5) Modules or packaging options (Please describe any additional software, modules, systems or development (by Vendor, third party or buyer) required to achieve the functionality described in this RFI.

Digital Asset Management can, and will, be maintained solely by Adplex. Additional web content and WCMS as described within RFI will be obtained via partnership alliance with our strategic partner.

6) Licensing options (Be sure to note if a government contract vehicle is available; and if the model is based on number of users, servers, processors, etc.)



Licensing options for ContentManager™ are based on amount of storage required. No additional costs are incurred for users, servers, processors, etc.

7) User support (define duration of support)

Tier 2 Primary Contact Support is provided at no additional charge to clients. Throughout the duration of the contract, Adplex provides Tier 2 email and phone support for up to 3 client-designated, primary contacts (M-F, 9AM-5PM CST). This support includes: resolving Tier 1 cases that are escalated to Tier 2 for resolution because the knowledge-base or authority/access of Tier 1 support person has been exceeded. The support can either be direct contact, where the case is handed off, or where the Tier 1 support person acts as the go between.

Optional Tier 1 End User Support, if needed, is provided at an additional cost. It is support for the end-users, outside of the 2 client-designated, primary contacts. This support includes: resolving issues such as: User is unable to login; User can't find what they are looking for; User is having a search issue such as lack of knowledge of keywords; Content is not available within system at this time; Error messages; Can the system do x?

8) Any additional Vendor services (i.e., creative design, custom implementation, integration, template design, content loading, training, consulting)

- GUI (Graphic User Interface) Design Customization
- Initial Asset Loads (included, up to designated storage size)
- Additional Asset Loads
- Optional Content Management Services
- Quality Control Against Defined Specifications (metadata and/or assets)
- Color Corrections
- Clipping Paths
- Metadata Creation
- Template Building/Configuration
- Web-Based Administrative Training (included)
- Optional On-Site Training

9) Amount of customization necessary for the system to be usable, including a description of expected roles and time commitments of state agency personnel during an implementation of this size

Little to no customization is necessary for the system to be usable out of the box. Customization of corporate/government logo are included in setup. In addition, site administrators can have access to site and content creation in as little as 5-15 hours after site has gone live. Much of this time is spent in "discovery" meetings and training/how-to meetings.

10) Expected roles and time commitments of state agency personnel involved in on-going maintenance of the system

Expected roles and assignments would be identified and assigned within an organization with help from Adplex's Implementation Team. Generally, ongoing maintenance of system is nominal and would include things like user administration and permission settings of new assets.

11) How can modifications be made to the WCMS system, if they become necessary?

Adplex will make modifications to the system at the discretion of both Adplex and the client.



12) Links to sample sites

Links to Adplex ContentManager™ sites available upon request. Current clients include, but not limited to the following:

- California Public Employees' Retirement System (CalPERS)
- Hewlett-Packard
- American Airlines
- NASCAR
- Bayliner/Maxum
- Schneider National
- LG Solid Source, LLC

CMS Strategic Partner's Solutions Examples:

- NASA (Multiple Intranets)
- United States Department of Labor: <http://www.biotechwork.org/>
- City of Mission Viejo, CA: <http://www.cityofmissionviejo.org/>
- Pennsylvania Office of Attorney General: <http://www.attorneygeneral.gov/>
- City of Santa Monica, CA: <http://www.smgov.net/>
- City of Fort Worth, Texas: <http://www.fortworthgov.org/>
- City of San Francisco, CA: <http://www.sfgov.org/>
- City of Columbus, Ohio: <http://www.cityofcolumbus.org/>
- San Diego County, CA: <http://www.sdworkportal.com/>
- Texas Education Agency: <http://portals.tea.state.tx.us/>
- City of Alexandria, VA: <http://alexandriava.gov/>
- City of Gresham, OR (.gov & Intranet): <http://www.greshamoregon.gov/>

13) Online demo availability (Vendors may be invited to provide a presentation/ demonstration of their products(s) and/or services.)

Online WebEx demo and conference call available anytime during the workweek, and scheduling is flexible for everyone involved.

14) Would you be willing to build a pilot program to help validate your system capabilities?

Further discussion and pricing would need to be discussed for a full pilot program. However, the ability for a new system to run parallel to existing system for a short-term testing period would certainly be permissible.

15) Cost estimates (strictly for budget purposes only) Part of the purpose of this RFI is to plan a budget and secure funding for the project. Please estimate the cost for typical system implementation of similar size and scope. Include, as applicable, license fees, government discounts, on-going support, consulting, custom development, content migration, and training. Include costs for any add-ons, modules or software required for functionality described in response to this RFI. Do not include costs for hardware, storage and network infrastructure.

Cost estimate for digital asset management system, ContentManager™ is on the following page as an addendum to this document.



Iowa DOT **ContentManager™** **Digital Asset Management Pricing**

Project Description

- Provide a digital asset library for storing and retrieving Iowa DOT's digital assets.

Iowa DOT Provides

- Logo for site header
- Optional photo to replace ContentManager box
- Initial asset files up to designated storage size.
- Metadata in the form of a single Excel document for initial assets up to designated storage size.
- Primary contact name and information

Adplex Provides

- ASP software
- Basic GUI with initial attributes and Iowa DOT logo
- Upload initial assets and metadata up to designated storage size.
- **200 GB or 500 GB RAID 5 storage***
- Ability for Iowa DOT designated administrator to add, delete or hide assets at their discretion
- Web-based administrative training
- Email/Phone technical support for primary contacts (M-F, 9AM – 5PM CST)

Adplex Deliverables

- License to use software during term of agreement
- Initial asset and metadata uploads
- Site Hosting 24x7
- Access by all participants, including select Iowa DOT vendors
- File storage and downloading
- Reporting module included in software

Technology Specifications

- Internet Explorer 6.0 or higher
- FireFox 1.5 or higher

Ownership

- Iowa DOT owns all content
- Adplex owns all software

Costs

Setup	See Pricing Below
GUI Design Customization	\$190 per hour
Initial assets loaded (up to designated storage size*)...	Included
Optional Content Management Services	
(quality control against defined specifications (metadata and /or assets), color corrections, clipping paths, metadata creation, template building / configuration, etc.).....	
	\$190 per hour
Additional asset loads (supplied metadata and asset files).....	
	\$190 per hour
Licensing (24-month agreement).....	See Pricing Below
Tier 2 support.....	Included
Up to 3 client-designated points of contact	
Optional Tier 1 end user support.....	\$190 per hour
Minimum 10 minutes (\$25) per call	
Optional On-Site Training.....	\$2,500/day + T&E

Set-Up and Licensing Fees for 200GB and 500GB Storage Options*

**Custom storage sizes are available.*

200G Storage Option

\$5,000 Set-Up Fee**
\$2,000/monthly licensing fee (year 1)
\$1,940/monthly licensing fee (year 2)
\$1,900/monthly licensing fee (year 3)

500G Storage Option

\$6,460 Set-Up Fee**
\$2,600/monthly licensing fee (year 1)
\$2,522/monthly licensing fee (year 2)
\$2,470/monthly licensing fee (year 3)

***Setup fee price to be subject to metadata inspection.*

General: The purpose of the pricing outlined above is to provide estimated pricing for the digital asset management portion of this RFI. Additional costs for the web content management portion of this project will be provided in the RFP, should Iowa DOT wish to proceed with procuring a web content management system instead of a digital asset management system. Adplex is able to provide the digital asset management system outlined in this document with internal resources, and will work with our strategic partner to provide web content management services, if needed.